

# Lusha — One Pager

Klarix Competitive Intelligence

May 2026

company: Lusha generated: 2026-05-31

ATTRIBUTE	DETAILS
Who They Are	<ul style="list-style-type: none"> <li>\$1.5B B2B Sales Intelligence unicorn providing self-serve contact data and prospecting tools to 1M+ users across 280k+ organizations.</li> </ul>
Location	Boston, MA (Operations) / Tel Aviv, Israel (Founding HQ)
What They Make/Sell	<ul style="list-style-type: none"> <li>Core: Chrome Extension and Prospecting Platform for one-click B2B contact data reveal (emails/phones).</li> <li>Advanced: APIs, Buying Signals, Lusha Conversations (AI meeting intelligence), and a native Clay integration.</li> </ul>
Market Positioning	<ul style="list-style-type: none"> <li>Positioned as "B2B's favorite personal assistant," prioritizing individual rep velocity over complex orchestration.</li> <li>Uses a credit-based, per-seat pricing model starting at \$29.90/user/month.</li> <li>Momentum: Reached \$64.4M ARR (June 2025) and launched rapid product updates including Model Context Protocol (MCP) and Signals API.</li> </ul>
Top Pain Points	<ul style="list-style-type: none"> <li>Fighting for enterprise GTM budgets against legacy incumbents like ZoomInfo and Apollo. → We provide done-for-you competitive intelligence and battle cards to position effectively against competitors.</li> <li>Buyers are increasingly sensitive to Lusha's data accuracy gaps outside NA/UK and unpredictable credit-burn rates. → We map these specific market dynamics and buyer shifts to inform strategic GTM adjustments.</li> <li>Need to map decision-makers across a highly fragmented sales tech ecosystem. → We deliver custom decision-maker mapping with rapid 3-7 day delivery.</li> </ul>
Best Outreach Angle	<ul style="list-style-type: none"> <li>Target: Yoni Tserruya (Co-founder &amp; CEO), Assaf Eisenstein (Co-founder &amp; President).</li> <li>Hook: Peer-to-peer connection to swap notes on the GTM data landscape, enterprise budget shifts, and competitive deal dynamics.</li> </ul>
Next Step	<ul style="list-style-type: none"> <li>Execute Touch 1 email to Yoni Tserruya requesting a 15-minute Zoom call to share recent market observations and CI insights.</li> </ul>